



David A. Clarke Jr.
Sheriff

Milwaukee County Sheriff's Office

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NEWS RELEASE

FOR IMMEDIATE RELEASE
October 9, 2012

PLEASE NOTE LOCATION CHANGE

Sheriff, WisDOT and Private Company Partner on Wrong-Way Driving Initiative

Milwaukee, WI – The Milwaukee County Sheriff's Office, Wisconsin Department of Transportation (WisDOT) and TAPCO (Traffic & Parking Control Company, Inc.), have partnered on an initiative to reduce incidents of wrong-way driving on Milwaukee County freeways. Representatives from each organization will participate in a news conference today at 1:00 p.m. to provide details on the upcoming installation of state-of-the-art technology at designated on and off ramps.

Sheriff David A. Clarke Jr. will outline the wrong-way driving problem the Sheriff's Office Patrol Division has studied. South East Region Deputy Director Brett Wallace with WisDOT will answer questions about the traffic engineering aspect of the project. Andrew Bergholz, Executive Vice President at TAPCO, will provide information about their award-winning technology system, along with a model of the product.

The collaborative effort began earlier this year after Sheriff Clarke began highlighting an issue with wrong-way drunken drivers in 2011. MCSO collected data on the wrong-way freeway driving incidents, met with TAPCO regarding their potential product solutions, and appealed to WisDOT to implement safety enhancements on the freeway.

DATE: Tuesday, October 9, 2012

TIME: 1:00 p.m.

LOCATION: TAPCO
5100 W. Brown Deer Road

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